

THE OFFICIAL GUIDE TO THE 54TH ANNUAL NH STATE HOME SHOW



VISIT THE VIRTUAL
HOME SHOW:
NHSTATEHOMESHOW.COM

AUTUMN 2021



REMODELING
NEW
CONSTRUCTION
LANDSCAPING
HOME
MAINTENANCE



ENERGY
HVAC
SUPPLIERS

REAL ESTATE
FINANCE
AND MORE!



PRESENTED BY



SPONSORED BY



Welcome Home

54th Annual New Hampshire State
Home Show: Turning Plans into Reality



Are you looking for a reliable building material supplier in New Hampshire or Massachusetts? At Belletetes, we are a fully licensed and insured company with many years of success in our field. We are committed to excellence in every aspect of our business practice. Over the years, we have found that stellar products and consistent customer service are what make the cornerstone of a successful business.

Our products:

Tools
Lumber and Building Supplies
Windows and Doors
Kitchen and Bath
Paint and Stains
Hardware



Whether you are starting on commercial or residential projects, we have all the tools, products and skills necessary to make your job a complete success. Our specialists are friendly and experienced workers who understand the value of hard work and happy customers! Talk to us today to find out how we can help you make your dream kitchen, bathroom, or door become a reality!



www.belletetes.com

JAFFREY, NH
603.532.7716

ANDOVER, NH
603.735.5544

PEMBROKE, NH
603.224.7483

PETERBOROUGH, NH
603.924.9436

SUNAPEE, NH
603.763.9070

MOULTONBOROUGH, NH
603.253.4404

NASHUA, NH
603.880.7778

ASHLAND, NH
603.968.7626

WINCHENDON, MA
978.297.1162



119 Airport Road • Concord, NH 03301
 Phone: (603) 228-0351
 Fax: (603) 228-1877
 NHHBA.com • info@nhhba.com

NHHBA OFFICERS

ACTING PRESIDENT,
 NATIONAL DIRECTOR
 Joe Harnois

FIRST VICE PRESIDENT
 Karen LaMontagne

VICE PRESIDENT ASSOCIATES
 Trudy Sutherland

VICE PRESIDENT SECRETARY
 Matt Blanc

NAHB STATE REPRESENTATIVE
 Kurt Clason

ASSOCIATE NATIONAL DIRECTOR TO NAHB
 Will Infantine

PAST PRESIDENTS' COUNCIL
 Sandy LaMontagne

EXECUTIVE DIRECTOR
 Matt Mayberry

OPERATIONS MANAGER,
 NH STATE HOME SHOW MANAGER
 Sharon Wayman

COMMUNICATIONS MANAGER
 Jack Landry

McLEAN COMMUNICATIONS

A SUBSIDIARY OF YANKEE PUBLISHING INC.,
 AN EMPLOYEE-OWNED COMPANY

VICE PRESIDENT/PUBLISHER
 Ernesto Burden

MANAGING EDITOR
 Bill Burke

CREATIVE SERVICES DIRECTOR
 Jodie Hall

SENIOR GRAPHIC DESIGNER
 Nancy Tichanuk

New Hampshire State Home Show Official Guide is published by McLean Communications, Inc. and is distributed to NHHBA members. All rights reserved. Reproduction in whole or in part without the publisher's written permission is prohibited. Statements and opinions expressed in this magazine do not necessarily reflect or represent those of this publication or its officers. While every effort has been made to ensure the accuracy of the information contained in this publication, McLean Communications, Inc. and NHHBA disclaim all responsibility for omissions and errors.

© 2021 McLean Communications, Inc.

INSIDE



HOURS:
FRIDAY, SEPTEMBER 24,
 1:00 PM – 6:00 PM
SATURDAY, SEPTEMBER 25,
 10:00 AM – 6:00 PM
SUNDAY, SEPTEMBER 26,
 10:00 AM – 4:00 PM

**DOUBLETREE BY HILTON
 DOWNTOWN MANCHESTER**

4 WELCOME HOME

54th Annual New Hampshire State Home Show:
 Turning Plans into Reality

6 CERTIFIED GREEN BUILDERS

Planning Safe, Efficient Homes That Work as They Should

10 RENOVATION 2021

Good Things Come to Those Who Wait

14 WHAT'S IT WORTH?

4 Steps to Getting an Accurate Appraisal Value
 for Your High-Performance Home

16 HOW LOW CAN YOU GO?

Homeowners Find Generous Incentives to
 Move Toward Net-Zero Homes

19 CAREER FOCUS

Women in Construction and
 Trade Professionals Celebrated

20 REMEMBERING PAUL MORIN

Through his writing, we got to meet and know
 people in the home-building world

Thank You to our sponsors





DEAR HOME SHOW ATTENDEES,

Welcome to the September 2021 New Hampshire State Home Show. We are excited that you can join us. This show may feel a little different than past expos, and we did this by design. We want to create wider spaces and fewer vendors for our guests who are considered at risk health-wise but still want to participate in visiting with our fantastic vendors.

These past several months have been a challenge for both the building community and you, the consumers. We watched our supply chain tighten and lumber availability go down while prices went up. We all watched home prices rise as we began to work more from home. Thank you for calling members of the NHHBA to come build you and your family a home, office or finish off that basement. Our members report explosive requests for work, and we are trying hard to meet your requests through innovative products and outreach into the workforce community for additional help.

Our members are the very best builders and remodelers that New Hampshire has to offer.

Together, we shall move through the aftermath of this pandemic and continue to build a stronger New Hampshire. Thank you for supporting the New Hampshire Home Builders Association. We build the American Dream.

Joe Harnois, Acting President
New Hampshire Home Builders Association



The New Hampshire Home Builders Association welcomes you to the Autumn 2021 New Hampshire State Home Show. We are thrilled to be with you once again. This weekend, you will find every vendor you could wish to talk with regarding your home building and remodeling ideas.

Both you, our guests and our members are very concerned with the shortage of available labor. We are working every day to address this demand. We have produced, and also participated in, multiple job fairs both virtually and in person. I am working with iBuildNH, the NHHBA and ABC NH/VT to launch an apprenticeship in carpentry. NHHBA is actively engaging high school students, returning veterans and neighbors who are looking for a career change to consider one of the well-paying careers in the construction profession. We will continue to educate the public that these are good paying jobs with fantastic benefits, often with flexible schedules and an opportunity to be your own boss.

Thank you for taking the time to come to the largest home show north of Boston, the New Hampshire State Home Show. This show may feel a little more focused, but we are ramping up for a spectacular March 2022 show when we can return to our normal full size. Let's put the last 18 months behind us and get back to work keeping New Hampshire the best place to live and work.

Karen LaMontagne, First Vice President
New Hampshire Home Builders Association

BECOME A MEMBER OF NHHBA

The New Hampshire Home Builders Association (NHHBA) was founded in 1952 and represents residential building, remodeling and development interests in New Hampshire. The association advocates for all housing-related issues so that Granite State citizens can enjoy high quality, energy efficient and affordable home ownership.

NHHBA members enjoy strong advocacy and professional development opportunities, making them the most professional and technically knowledgeable suppliers of building-related services to the buying public.

For more information, visit nhhba.com or scan this QR code for our membership application.



Homeownership happened for us!



New Hampshire Housing offers **downpayment assistance** and the **Homebuyer Tax Credit** that reduces federal tax liability by up to \$2,000 a year.

We can help make homeownership happen for you!



Find a mortgage that works for you at GoNHHousing.com | 

Are you ready
for your next
move?

Call Christina.



kw GATEWAY
REALTY
KELLERWILLIAMS.

Licensed in NH and MA
20 Trafalgar Square, Suite 101 | Nashua, NH 03063
Cell 978-482-6059 | Office 603-883-8400 | cmarmonti@kw.com


CHRISTINA MARMONTI
Real Estate





Welcome Home

54th Annual New Hampshire State Home Show:
Turning Plans into Reality

After more than 18 months of quarantining and social distancing and being somewhat house-bound, homeowners have had ample time to dream up renovation, improvement and building projects.

The 54th annual New Hampshire State Home Show is where those dreams can become a reality.

This year's show, at the DoubleTree Hilton Manchester from Sept. 24-26, brings more than 200 vendors and exhibitors covering all aspects of the building and

remodeling industry — making it a must-do for anyone considering a project of any size.

"It's an important event because it's so comprehensive," says Russ Collins, owner of Epping-based Home Innovations Corp. "You've got everything from main-stream-type projects to people with very eclectic capabilities. There's a wide range of interests represented there. It's not narrowly targeted like some of the smaller shows are — it's a large show with a broad collection and a lot of capability from a lot of different people."

Produced by the New Hampshire Home Builders Association, the show provides an opportunity for homeowners to interact with builders, remodelers, decorators, landscapers and a diverse range of home solutions providers. One of the primary advantages of the show, Collins says, is the chance to benefit from the expertise of vendors who are working in the industry, and who are up to date on the newest building and remodeling technologies.

"There's so many fresh ideas," he says. "There are new solutions as the technology grows, and it's not all the same



as it used to be. There are a lot of new approaches and new ideas out there.”

Integrating parts of the home so they work properly together is an important element when planning a project, he says, due to homes becoming more energy efficient and tighter. Homes are a series of interrelated systems, meaning air quality and insulation and moisture control are now more important to consider than ever.

“You need all these products to line up, but you also need the people to execute these jobs so the home continues to work as it should,” Collins says. “It takes more planning now. It takes a higher level of intellectual engagement, and you want to work with people who understand this. You’re going to find those people at this home show.”

Meeting those vendors face to face also allows homeowners a chance to explore inspiration while getting a look at both how much their dream project may cost as well as when to expect a start date — which makes attendance at this year’s show particularly valuable.

“People can get a more realistic idea of the timeline on projects,” says Julie Blake, marketing manager at Norfolk Kitchen and Bath. “A lot of good contractors are busy, but by September things should start to even off. You’ll get a better idea of a timeline, the availability of materials and learn how we can negotiate better pricing with our best partners.”

Eddie Olson, sales manager for Belletetes Inc., says for that reason alone, the Home Show is an “extremely important vehicle for homeowners.”

“Spending a few hours on the show floor replicates hours and hours of research you can do on your own,” Olson says. “Having unfettered access to industry professionals who can explain benefits, how long it might take to get something, explain when prices might come down, what new product will replace older products — that kind of access is paramount to making your project successful.

“You can design the best-looking cabinets in the world, but if it takes 22

weeks for them to come in, it won’t matter. Or if your project is no longer viable because of COVID-19 supply chain issues, you can learn how to best work around that. For us, it’s great to be able to talk directly to the consumer about their building, kitchen or flooring project. It’s really terrific.”

Blake, a Home Show veteran, says from the vendor’s perspective that it’s good to learn what people are planning, and then have the opportunity to talk to them about recommended steps that will get them that dream renovation.

So what’s the best way to approach a builder or vendor?

“The first thing you should look for is to see if the vendor is asking questions of you,” Collins says. “This is your project. If you ask questions of the vendor and they start talking about how great they are, they may not be the person you want. Are they there for you or for themselves?”

In the end, it’s about the quality of the people, Blake says.

“Really, it’s about the chance to meet a lot of local suppliers and local contractors that can do the work,” she says. “Supporting local people is important, and for someone to commit to participating in the Home Show really shows they’re a legitimate business, not someone who does a one-off project here and there and claims to be a specialist in their field. If someone commits to being here at the Show, they are professional and legitimate.”

Olson, who plans to have a full team of Belletetes designers, support staff and sales people at the New Hampshire State Home Show, says having a detailed plan of what you want and sharing that with experts can move your project along more quickly.

“We are going to be open and free with information,” he says. “And we want to give you the right information and coach you through whatever your project is. We’ll be your customer advocate to help you get to the end of your project.” ■

TOP TIPS

PROS OFFER ADVICE ON GETTING THE MOST OUT OF YOUR SHOW EXPERIENCE

“Have an open mind and listen. Take your time. A lot of folks, I’ve noticed in the past, come in and blow through the place and miss quite a bit. I don’t want to harp on the macroeconomic environment we’re in now, but the supply and pricing issues should not be taken lightly. Take the time to listen. Oh, and wear comfortable shoes.”

Eddie Olson, Sales Manager, Belletetes Inc.

“Get lots of information and talk to people. Always interview a few people before doing projects, but just stop and talk to as many suppliers as you can that you may potentially use at some point.”

Julie Blake, Marketing Manager, Norfolk Kitchen and Bath

“Know how to integrate your projects with all the other elements in your home. Go for the holistic approach. Whatever you’re doing, make it work well with what you’ve got and what you want to do in the future.”

Russ Collins, Owner, Home Innovations Corp.

“The most important thing is, if you’re going there to learn something, look to your left and look to your right. Most people look straight ahead and talk the whole way and miss the important things. They never really look at the booths at all. You can learn a lot just by stopping at a booth and saying, ‘OK, what do you do?’”

Bob Tortorice, Owner, Building Alternatives Inc.

“Engage and ask questions. Quite often, the people in these booths have a lot of expertise in a lot of different areas.”

Gordon Cormack, Owner, Cormack Construction Management

Certified Green Builders: “The Sign of a Lifelong Learner”

Planning Safe, Efficient Homes That Work as They Should



Environmentally friendly building processes address a number of important issues, but for many homeowners, it often comes down to one thing: Is my house operating as it should?

A Certified Green Professional can ensure it is doing just that.

Sustainable and green building techniques incorporate construction and approaches, materials and designs that can minimize a home's impact on the environment and help to conserve natural resources. It can also help save homeowners money in the long run.

"There's an initial cost, but considering the long-term benefits, I think, is very important," says Certified Green Professional and Cormack Construction Management Owner Gordon Cormack. "There are long-term savings. It's not an easy answer, because when you first start doing it (using eco-friendly processes), it can take longer, but it's like anything — you get used to it, you cut out the wasted steps and it becomes clearer and cheaper. In the long term, you are saving money."

Houses are built better, tighter and more insulated than ever — obviously, a good thing. However, this can also introduce new

challenges that an eco-friendly approach can solve.

"The house has become a very complicated system," Cormack says. "Think of the house as a system as opposed to carpentry. If you don't get the technology right, you could end up with a moisture problem or rot. It's all much more complicated than it was even 5-10 years ago."

Approaching the home as an interrelated system is essential — and this is what a green builder does.

"The building is a system," says Bob Tortorice, owner of Franconia-based Building Alternatives, Inc., and a Certified Green Professional. "When you change one area without knowing the unintentional consequences, you're going to create a problem in another area. It's all about building science."

Cormack and Tortorice are both Certified Green Professionals — builders who have worked to integrate an advanced approach to their projects. The Certified Green Professional designation recognizes builders, remodelers and other industry professionals who incorporate green and sustainable building principles into homes, without driving up the cost of construction. To earn that designation, candidates must complete a curriculum of cours-

es that teach strategies for incorporating green principles into homes using cost-effective options.

"Even though I have a bachelor's degree in what is basically construction technology, they never really taught us anything about energy efficiency," Tortorice says. "The Home Builders Association offered courses on energy efficiency, and that's really where I got my education."

The coursework is closely aligned with the ICC 700 National Green Building Standard and ranges from energy, water and resource efficiency, to indoor environmental quality, lot and site development and homeowner education.

"For me, personally, I went towards the management route and improving my knowledge about the actual construction of a home and the building science of a home was important," Tortorice

"When a homeowner engages a CGP, they're talking with someone who took the time to learn more about green building."

Gordon Cormack, Owner
Cormack Construction Management

says. "The Certified Green Professional courses were excellent in getting me on the road and learning how building science is the critical part in green building.

"If a builder is building something he calls green and he doesn't know the science, that house is doomed to fail. You want to deal with someone with that certification and the education."

According to the National Association of Home Builders, there are nearly 3,000 Certified Green Professionals in the United States working in home building and remodeling.

"What it means is when a homeowner engages a CGP, they're talking with someone who took the time to learn more about green building," Cormack says. "It's easy to find someone who grew up in the business and learned to be a carpenter and did not push beyond and learn about the technology.

"It's a sign of a lifelong learner, which I think is important and something I pride myself in."

It's an approach that requires buy-in from all stakeholders on a project — something that needs to be propagated throughout the job site and throughout a company, Cormack says.

"What we did was educate our crew," he says. "You can specify and make drawings all day long, but if you don't have a crew that understands the technology and how to make things tighter, it doesn't happen."

Cormack invited building green expert Peter Yost — a nationally known speaker and building science authority — to help train the crew.

SAVE THE DATE!

55TH ANNUAL

NEW HAMPSHIRE STATE
**HOME
SHOW**

MARCH 4-6, 2022

Doubletree Hotel Manchester

Join the Parade...

3-Day Self Guided Home Tour

*Paul V. Fleming & Sons
"Hidden In Hebron"*

Lakes Region Parade of Homes
LAKES REGION BUILDERS & REMODELERS ASSOCIATION

- See the Latest Building Trends
- Meet Premier Builders
- Fantastic Design Ideas
- Get Inspired

OCTOBER 9, 10 & 11 • 10am-4pm
One Ticket - Good For All Homes - All Weekend!
LakesRegionParadeofHomes.com

Presenting Sponsors...

CYR LUMBER & HomeCenter **BELKNAP** **MEREDITH VILLAGE SAVINGS BANK**

Media Sponsor: **NEW HAMPSHIRE HOME** Benefits: **LAKES REGION workforce development & scholarships**

LakesRegionParadeofHomes
Get the app! Available from **App Store** **Google play**

FULLY PROMOTED POWERED BY: **EmbroidMe.**
Branded Products & Marketing Services

OUR BUSINESS IS TO HELP YOU GROW YOUR BUSINESS

COME AND VISIT US!

Our Services:

| | |
|-----------------------------------|--------------------------|
| Embroidery | Digital Marketing |
| Screen Printing | Signage |
| Direct to Garment Printing | Direct Mailing |
| Graphic Design | Business Consulting |
| Promotional Products | Printed Material |

Bedford Showroom & Production
410 S River Rd. Bedford, NH 03110
Monday-Friday 8:30-5:30pm
fullypromotednh.com
Phone- 603.647.9994

Nashua Sales Office
20 Trafalgar Square 4th Floor
Nashua, NH 03063
By Appointment Only

"The building is a system. When you change one area without knowing the unintentional consequences, you're going to create a problem in another area. It's all about building science."

Bob Tortorice, Owner
Building Alternatives, Inc.



"We stood the entire crew down for a whole day," Cormack says. "Have we benefited? Absolutely."

Integrating green building processes into a project can also help homeowners avoid unintended consequences. It takes just 10 years for a house to rot if it's not handling moisture properly. An energy audit — a scoring tool designed to gauge the efficiency of the home — can help consumers discover if their home is in need of improvements. Certified Green Professionals can conduct an energy audit, and the Public Utility Commission also has a program, NHSaves.com, that can provide assurance through its energy audit and weatherization plan. It's a simple approach: The homeowner visits NHSaves.com, inputs a home's square footage, the zip code and gas, oil or wood usage. If the home proves to be energy inefficient, the utility company can have an auditor visit and suggest solutions. Once the home is efficient, the homeowner can earn energy-efficiency incentives and rebates up to \$8,000. ■

RESOURCES

Building Alternatives Inc.
buildingalternatives.com

Cormack Construction Management
cormackconstructionmanagement.com

NHSaves.com: Your Source for Energy Efficiency
nhsaves.com

Peter Yost
building-wright.com



MEET THE GREEN BUILDERS



**BOB TORTORICE, OWNER,
BUILDING ALTERNATIVES,
INC.**

"Before moving to New Hampshire, I graduated from the New Jersey Institute of Technology as a civil engineer technologist. I got interested in energy efficiency when I built a house in Chester — stick built — in 1979. I realized stick building is an inefficient waste of a way to build a house. I worked for a civil engineer at Continental Homes, a modular home company, in the early 80s. They wanted me to develop an R-19 wall utilizing 2x4 studs. Also, solar was coming in, and I was tasked with teaching 500 New England builders about what solar energy is, and why they shouldn't be afraid of it. When Continental Homes moved to Florida, I said goodbye and started Building Alternatives, with a focus on energy efficiency. That was in 1987."



**GORDON CORMACK,
OWNER/PRESIDENT,
CORMACK CONSTRUCTION
MANAGEMENT**

"We've always tried to be ahead of the curve a bit when it comes to trying to build better. The logic was there to conserve energy, but also as a citizen of the country and the world, it seems like the right thing to do for the planet."



**Warming your neighborhoods,
schools and communities since 1932!**

FUEL | SERVICE | EQUIPMENT



**603.898.7986
PalmerGas.com**



603.263.3691

SERVING SOUTHERN NEW HAMPSHIRE

WWW.RUETERFOUNDATIONREPAIR.COM



OLD HAMPSHIRE DESIGNS, INC.

**Building Custom Homes and
Client Relationships that Last**

ohd@oldhampshiredesigns.com
603.526.6945
oldhampshiredesigns.com



**KITCHEN • VANITY
TUB & SHOWER
FIREPLACE • OUTDOOR**

Since 2000

603.654.7750 REMarbleandGranite.com

PAIUTE

Plumbing & Heating LLC

"Service A Step Above"

Lic# 4182
GFE 0801560

Jason Trepanier
Check us out on Facebook!

Fully Insured
(603) 860-6675



**Driveways • Roads • Parking Lots
Walkways • Grading**

279-1499

www.BRYANTPAVING.com

Xtreme
AUDIO & VIDEO

A full service home automation
business since 2006
RESIDENTIAL & COMMERCIAL

Call or email our office at info@xtreme-av.com to set
up your free, no obligation in-home consultation

Pelham, NH • 888-987-6281 • www.xtreme-av.com



Mark DiPrima

254 N. Broadway
Salem, NH 03079
BROOKSswwd.com

Tel 603.894.4488
Cell 603.231.6190
Mark.DiPrima@gmail.com

Renovation 2021: Good Things Come to Those Who Wait



Homeowner and contractor confidence is on the upswing, projects are on the drawing board and home offices, pools, decks, new bathrooms and kitchens are going into homes everywhere — which has created a bit of a challenge.

A perfect storm of increased demand and supply chain delays have created an environment where homeowners often have to wait a little longer to start a project. According to industry experts, the time to start planning is now.

Home Improvement Projects: What You Can Expect

The most common message from contractors this year: good things come to those who wait.

"Our business has doubled," says Bill Gardocki, previous owner of Londonderry-based Interstate Landscape Co. "We're much busier. People were staying at home because they couldn't go into work, or didn't go into work, and wanted everything to be nice. Because it was decided we were essential employers, we were able to continue work."

For Interstate Landscape, that meant a dramatic increase in back yard renovations. Gardocki, who sold the business recently but continues to work with the new owners, that meant meeting with clients who had designs on creating an upgraded experience at home.

"People were staying at home, so they took the money they'd spend on a vacation — maybe \$10,000-\$12,000 — and put it into their back yard," Gardocki says. "We did a tremendous

amount of back yard patios, outdoor kitchens and fire pits. We've never done so many fire pits."

The National Association of Home Builders Remodeling Market Index found that, on average, home improvement projects are facing 1-2 month delays.

The increase in work forced Gardocki to double his workforce in the past year.

"Back 15 years ago, I probably had 15 people working for me, then I found that we made more money with a smaller crew," he says. "But the demand was so great in the last year that we're already booked through the whole season with two full crews working on patios and walkways. That's been the biggest change — people have really decided to focus on their outdoor living areas."

And that may be the takeaway from this year's New Hampshire State Home Show: build in some lead time to any planned project.

"Remodelers in many parts of the country are experiencing very strong demand for their services," said NAHB Remodelers Chair Steve Cunningham. "So far, remodelers have been able to accommodate most customers, but as the backlog of projects in the pipeline grows, there is a tendency for them to take longer to start and complete."

Supply chain challenges and material costs have slowed the turnaround time for many projects. Prices of lumber used in residential construction and renovation projects has skyrocketed. The price of softwood plywood has increased by more than 200%



Ruhputa

New Home Construction
Additions
Remodeling
Custom Finish Works

(603) 253-5163 • rcbdnh.com



Visit Booth 1300

ATKINSON HEIGHTS
LUXURY CONDOMINIUMS
at Atkinson Resort & Country Club

NEW HOMES IN HAMPSTEAD, EPPING, &
AT ATKINSON RESORT & COUNTRY CLUB



WINCHESTER
Homes

www.lewisbuilders.com

Atkinson Heights 55+ Luxury Condominiums have not yet been registered by the New Hampshire Consumer Protection and Antitrust Bureau of the Attorney General's Office, Department of Justice.

WHOLE-HOME WATER SOLUTIONS

Drinking Water
Water Softeners
Water Filtration
Specialty Water
Systems



Take Control of Your Water

Is your water clean, safe, and great tasting? The only way to know for sure is to test. You **can** trust your water, and we can help!

Call for your free water test

 **Secondwind**
water systems, inc.

603-641-5767

735 East Industrial Park Drive, Manchester, NH
www.secondwindwater.com

Peterborough Building LLC



(603)801-8860

MARSHALL

Mechanical

HEATING - AIR CONDITIONING
SHEET METAL

603.490.4286

marshallmechanical@yahoo.com



and oriented strand board (OSB) prices have gone up nearly 500% since April 2020, according to NAHB figures.

Builders have been forced to secure lumber price guarantees from suppliers — typically good for 15 to 29 days — or delay projects. Still others make sure they preorder to avoid having to resort to these strategies.

"I order way ahead — at least three months ahead of a project," Gardocki says of dealing with recent supply chain issues. "Luckily, my suppliers — I mainly use Benson Lumber in Londonderry and Gilbert Block in Hooksett and Hudson Quarry in Hudson — the three of them are willing to have product on the ground in their facilities. As long as I order stuff well in advance, I haven't seen a major issue."

Pricing out jobs has also become a little more difficult, thanks to the rapid change in prices.

"Obviously, material costs have dramatically increased," says Amy Drummond, community strategist for Northcape Design, in Sunapee. "Lumber is coming down, but that's more about futures. We're not feeling that yet."

Remodeling Trends

Indoor remodeling projects are also in high demand, thanks in part to the need for workspace at home that developed over the past 18 months.

"People are working from home and are able to work remotely now," Drummond says. "Everybody wants to spruce up their homes and make them more desirable."

Drummond says Northcape has seen a dramatic increase in larger projects in the Sunapee region, with an eye on permanence.

"What's interesting is that it's been about expansion for future

generations," Drummond says. "People are wanting to have that space to keep it in their family as a legacy to have that space for people to go to when things happen in our crazy world. Like a retreat. It gives people a place to get out of the city and keep their jobs in Boston or New York City and to still work comfortably from their homes."

While renovation can add value to a home, trends point to homeowners turning away from the transitional element of upgrading, selling and moving on.

"We're custom builders, so the projects are always very thoughtful," Drummond says. "People are passionate about the area, and often undertake these projects for family reasons. It's the nature of where we are located."

Kitchens and bathrooms continue to be some of the more common remodeling projects, Drummond says, but home offices and workspaces are also becoming a standard request. For Gardocki, the biggest trends have been outdoor living spaces and pool decks, which pair nicely with the recent increased popularity in pools.

With these additions, and with homeowners staying put, consumers and remodeling companies alike are feeling good about the near future. A report by the National Association of Home Builders (NAHB) found that remodeling industry confidence has improved year over year. The NAHB/Royal Building Products

Remodeling Market Index (RMI) for the second quarter posted a reading of 87, up 14 points from the second quarter of 2020. The finding is a signal of residential remodelers' confidence in their markets, for projects of all sizes.

RESOURCES

Northcape Design

northcapedesign.com

Interstate Landscape

interstatelandscapenh.com



The Takeaway

The best Home Show advice for homeowners considering a renovation project, then?

"Go with a proven commodity," Gardocki says. "I've seen a lot of impatient homeowners go with someone who says they can do their project in the next week or the next month instead of waiting for a guy who has been around for years — someone with a great resume and a bunch of happy customers. In the end, they're unhappy. Be patient and go with a proven contractor."

In the end, however, any renovation project should focus on what would make the homeowner happy, rather than seeing it merely as an investment.

"Landscaping is a funny thing," Gardocki says. "People in the business may say you're adding value to the house, but it's like anything else — it may be adding value for some people, but other people may not be the kind who go into their back yard. I try to temper that a little bit. I tell people it will be an item they get enjoyment from, but that they'll break even when they resell."

Similarly, having an upgraded kitchen or bathroom may be great for resale, but quite often, buyers will alter it to suit their tastes.

"I would say don't renovate or build to what someone thinks they're going to resell, rather, do what they want or need for their family," Drummond says. "People go in and say they have to do it this way or that way for resale value. The thing is, the buyers will change it anyway. Just go in and live in your space and figure out what's best for your needs. I would say you want to live in your home, so do what you want with it." ■

Paul V. Fleming & Sons LLC

Master Builders
Carpenters
General Contractors



1-800-371-4169

339-832-9078

pffleming04@yahoo.com

Hebron, N.H.

Find us on 



L. A. DREW INC.

GENERAL CONTRACTOR

"Built Best By Design"

Kevin L. Drew
Vice-President

P.O. Box 1030, 15 Drew Rd.

Intervale, NH 03845

Phone: (603) 356-6351

www.ladrew.com • kevin@ladrew.com

Anagnost Companies

1662 Elm Street, Manchester NH 03101 603.669.6194

www.anagost.com | info@anagost.com

AWARD WINNING



C. RANDOLPH TRAINOR

INTERIORS

651 Main Street
P.O. Box 307
Franconia, NH 03580
www.crtinteriors.com

RANDY TRAINOR
Principal Designer

P: (603) 823-8133
C: (603) 520-5040
F: (603) 823-9533
crt@crtinteriors.com

4 Steps to Getting an Accurate Appraisal Value for Your High-Performance Home

Are appraisals for your newly constructed high-performance homes consistently coming in lower than your contract prices, despite being above code? How can you get appraisals to accurately reflect the additional value on a high-performance home? There's not always a simple answer, but there are several steps builders and your customers can take to educate local appraisers, lenders and the general public about what makes your durable, energy-efficient, healthier home stand out from the competition.



Unlike high-end finishes they can feel and touch, buyers and appraisers can't see what's behind the walls. The four steps below can help you highlight these hidden benefits to achieve an accurate appraisal value for your build.

STEP 1

Assess and potentially change how you market your homes and their high-performance features. Consider the following tactics to make the features and systems in your build stand out:

Advertise features that make the home more comfortable, energy efficient and water efficient, and how these aspects help to lower utility bills.

Need ideas? Check out the translator tool at Home Performance Counts — an initiative between the National Association of

Realtors' and NAHB — which parses out language choices that are relatable to buyers.

Educate the selling agent about the results of an Energy Rating Index (ERI), the Home Energy Rating System (HERS) score or Home Energy Score (HES).

Teach your sales staff how to articulate what an ERI, HERS and/or HES rating is and what it means.

Display the ERI, HERS or HES rating and potential expected energy savings at open houses. Include an infographic to demonstrate the anticipated energy-use breakdown (e.g., 40% space heating, 10% space cooling, 15% water heating, etc.). Use handouts to explain how the home brings in fresh air, why specific materials were chosen to eliminate harmful sources of particulate matter, and what mold-prevention techniques were used.

Highlight any independently verified green home certification, such as the National Green Building Standard, prominently in your marketing materials by adding the badge to flyers and webpages, and explaining what the certification means in terms of better indoor air quality, lower toxin levels in the home, and an overall quieter and more comfortable living experience. Display and discuss the certification plaque during open houses as well.

STEP 2

Educate your buyers on the importance of choosing a lender who is familiar with sustainably built homes. Local mortgage lenders who have a separate appraisal panel of trained professionals with experience valuing high-performance homes are critical to get the value your above-code home deserves. Your prospective buyers can encourage the lender to use an appraiser on the Appraisal Institute's green registry. If the lender is familiar with efficient homes, he or she is more likely to wrap the slightly higher cost of the home into the mortgage, allowing your customer to realize monthly energy savings that make any potentially higher upfront cost work out financially.

STEP 3

Include the Residential Green and Energy Efficient Addendum in your sales contract to document the high-performance features behind the walls throughout the sales process. Fully documenting the systems you put in is imperative to help the appraiser understand the value inher-

ent in your above-code home. Additionally, consider adding a paragraph in your sales contract to clearly outline that hiring a qualified appraisal is a requirement for buying your home.

STEP

4

Interview the appraiser before making an appointment. Ask him or her about their appraisal experience, what ERI Scores and HERS ratings he or she has seen in the area, and what professional development courses he or she has taken on high-performance valuation. The Federal Housing Administration, the U.S. Department of Veterans Affairs, Fannie Mae and Freddie Mac all require that the appraiser has requisite knowledge prior to accepting the assignment, and the only way to enforce that is to ask about their knowledge and experience upfront.

A combination of the above steps can help you better educate your market. It won't happen overnight, but putting in the effort up front to educate your prospective buyers with new marketing materials, clearly document the high-performance features you've included, work with local lenders and require qualified appraisers as a part of your sales contract are all immediate actionable steps to properly inform all involved parties about the value of your green home.

To stay current on the high-performance residential building sector, with tips on water efficiency, energy efficiency, indoor air quality and other building science strategies, follow NAHB's Sustainability and Green Building efforts on Twitter. <#>

Understanding the codes and scores

International Energy Conservation Code (IECC) — A building code created by the International Code Council in 2000 and adopted by many states and municipal governments in the U.S. to establish minimum design and construction requirements for energy efficiency.

Energy Rating Index (ERI) — A numerical score where 100 is equivalent to the 2006 IECC and 0 is equivalent to a net-zero home. Each integer value on the scale represents a 1% change in the total energy use of the rated design relative to the total energy use of the ERI reference design.

Home Energy Rating System (HERS) — The industry standard by which a home's energy efficiency is measured. It's also the nationally recognized system for inspecting and calculating a home's energy performance.

Home Energy Score (HES) — The Home Energy Score provides home owners, buyers and renters directly comparable and credible information about a home's energy use, much like a miles-per-gallon rating for a car. The Home Energy Score Report estimates home energy use, associated costs and provides energy solutions to cost-effectively improve the home's efficiency.

KraftMaid
Cabinetry



Lavalley
BUILDING SUPPLY

Middleton
BUILDING SUPPLY

**Our bath programs
provide quality and value...**

**...explore our
Kraftmaid
Collection!!**

KraftMaid



**Stop in today to visit our showrooms, set up
an in-store meeting, or make an appointment
to have our designer come out to your home**

Newport, NH 800-528-2553 Claremont, NH 603-543-0123 Bristol, NH 800-254-5446 Walpole, NH 800-330-9737 West Lebanon, NH 888-393-2553 Rutland, VT 800-639-0834

Ludlow, VT 800-803-5603 Middleton, NH 800-647-8989 Dover, NH 800-333-0969 Meredith, NH 800-639-0800 Hampton, NH 800-265-8890

visit us at Lavalleys.com

Quality
Design
POOLS



Matt Raitt
General Manager

Servicing Central New England

c. 603.305.4775
p. 603.880.4888

13 Columbia Drive
Units 27-28
Amherst, NH 03031

matt@qualitydesignpools.com
www.qualitydesignpools.com

Time for a New Perspective

New Hampshire Living, We Make it Happen

**OUT IN
SIDE
CONSTRUCTION**

603.875.4734
oiconstruction.com



HOMES & MORE BY HAND

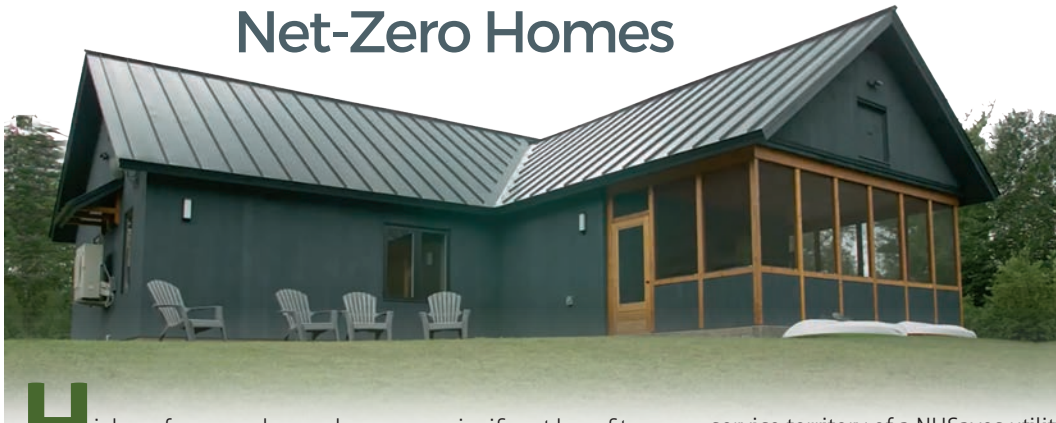
Handling all of your
home improvement needs



BRIAN HAND

163 Maryland Ave
Manchester, NH 03104
(603) 321-5850
homes_by_hand@hotmail.com

How Low Can You Go? Homeowners Find Generous Incentives to Move Toward Net-Zero Homes



John and Barbara Williams' 1,300-square-foot home was named the winner of the Drive to Net Zero Home Competition, in 2019. Below, the couple discuss their goals.

High performance homes have many significant benefits for homeowners and the environment. These homes result in lower energy and maintenance costs, saving money while also having less impact on the environment and creating a more comfortable living space. When designing and building an energy-efficient home, homeowners can access technical expertise and financial incentives through the NHSaves ENERGY STAR Homes Program. They can even choose to strive for a net-zero home and enter our Drive to Net Zero Home Competition.

Homes that earn ENERGY STAR certification are 15% to 30% more efficient than standard homes. These homes feature air-tight construction, are well insulated, incorporate high-performance windows, heating and cooling equipment, and more. When you participate in the ENERGY STAR Homes Program, Eversource can help guide you through the process of choosing one of three ENERGY STAR program paths, connect you with a Home Energy Rater, and provide up to \$4,000 in incentives for your new build or gut renovation home project. Projects using energy-efficient design, materials and construction practices may qualify.

In looking for even deeper energy savings and environmental benefits, more homeowners and builders are embarking on net-zero homes. Net-zero homes produce as much energy as they consume by minimizing energy use through efficiency and meeting their remaining needs through renewable energy systems.

As net-zero homes become more popular, Eversource and the other NHSaves utility partners continue to recognize the homeowners and builders that take on these impressive projects with the Drive to Net Zero Home Competition. This competition celebrates homeowners, contractors and architects who strive to build high-efficiency, net-zero energy homes. The competition launched in 2017, and eligible homes must earn the ENERGY STAR label, be in move-in condition and be located within the

service territory of a NHSaves utility partner.

In 2019, John and Barbara Williams' 1,300-square-foot home was named the winner of the Drive to Net Zero Home Competition. Their home was one of three honored. As the first-place winners of the competition, John and Barbara received \$5,000 for embodying the best in energy-efficient home-building practices.

John and Barbara had been motivated to build a net-zero home for 10 years.

"We were tired of cleaning, maintaining and overpaying to heat/cool unnecessarily large homes," John says. "We measured the space we and our three pets were actually using and realized we only lived in about 900 square feet."

In 2019, their goal of having a simpler, more sustainable home became a reality when they enlisted builder Adam Nyborg of Tilia Restoration and utility partner Eversource to construct their home in Franconia, New Hampshire.

There are several notable features of the home that led to it winning the Drive to Net Zero Home Competition: oversized roof eaves to shade the house from the high summer sun, cellulose insulation, heat pump technology for heating, cooling and water heating, a heat recovery ventilator, and ENERGY STAR-certified LED lighting and appliances throughout the home. They also used local, more sustainable building materials including hard-troweled concrete slabs, a steel roof and pine shiplap siding.

John and Barbara planned for their future energy needs when installing the solar panels by intentionally making them oversized. They did this to ensure that they not only meet their current power, heating and cooling needs, but also meet their future energy needs when they will likely have an electric vehicle. ☒



Learn more about these programs and watch videos featuring the Williams and other Drive to Net Zero Home Competition winners at NHSaves.com/newhome.



Commercial • Industrial • Residential

603-627-6270

NEW HAMPSHIRE

FIRE ALARMS • GENERATORS • PHONE DATA



Residential & Commercial • Security Installation & Monitoring • Fire Alarms & Bucket Trucks
24 Hour Service • We Accept All Major Credit Cards • Licensed & Insured in NH & MA

RONALD M. COTE

555 Valley Street • Manchester, NH 03103

Cell: (603) 860-6054

Tel: (603) 624-7970



roncote@coteelectric.com

Fax: (603) 624-0730



Michael J. Babineau
General Manager

mbabineau@raynordoorauthority.com
cell: 603.493.0301

- Residential Garage Doors & Openers
- Commercial Sectional, Rolling, Fire & High Performance Doors
- Loading Dock Equipment
- Car Wash Doors
- Operable Wall Systems & Retractable Awnings

manchester.raynordoorauthority.com | office: 603.628.3667
444 East Industrial Park Dr. Unit #1 | Manchester, NH 03109



Go to www.anglesurfacebracket.com
for more info and to order.

For questions, email anglesurfacebracket@gmail.com
or call 603-496-5228.

BARRY GAW, LEED AP, CGP
MANAGING MEMBER



CONSTRUCTION • MANAGEMENT

o 603.968.7711

bgaw@sippicanpartners.com

c 603.553.0258

www.sippicanpartners.com



LANDSCAPE DESIGN & CONSTRUCTION • IRRIGATION SYSTEMS
HYDROSEEDING • COMMERCIAL SNOW REMOVAL • LANDSCAPE MAINTENANCE
WWW.JMCARRLANDSCAPING.NET

P.O. BOX 7808
LOUDON, NH 03307
(603) 234-6955



Going all out, to get you settled in. Personal service. Local knowledge.

As a local community bank, we understand our area's unique home market. We know the region, inside and out, and appreciate the challenges and rewards of building, buying and owning a home here.

If you're looking for a mortgage to build, buy or refinance your home, count on our skilled mortgage specialists to offer personal support, guiding you through every step of the mortgage process.

Contact us to learn more or apply.

**Be sure to visit us at the
2021 NH State Home Builders Show, booth #1200.**



Member
FDIC

NMLS# 433938



MERRIMACK
COUNTY SAVINGS BANK

800.541.0006 themerrimack.com

First-time home-buyers programs

Traditional mortgages

Jumbo mortgages

Land loans

**Construction-to-standard loan,
with just one closing**

Home equity lines and loans

Unique properties

CONTRACTORS AND HOMEOWNERS TRUST THE MASTERS!



FOR OVER 75 YEARS!

MasterRoofersNH.com

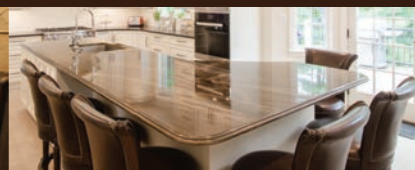
162 South Main Street Manchester, NH 03102
(603) 623-4973



**KEY STONE
CARVINGS INC.**

RESIDENTIAL & COMMERCIAL COUNTERTOPS

GRANITE • STONE • QUARTZ
QUARTZITE • SOAPSTONE



1 Rebel Rd. • Hudson, NH 03051 • Mon-Fri 9-4 Sat 10-2 Sun - By Appointment Only
For more, visit www.keystonecarvings.net

**millyard
bank**
powering your success

Locally Owned.
Locally Managed.
Locally Invested.

603.882.6500
millyardbank.com

Member FDIC

E.C.E. Painting

Affordable Rates • Professional
Expedient • Free Estimates*
Fully Insured

(603) 828-4682

Residential

Interior • Exterior Painting
Power Washing
Gutter Cleaning • Carpentry

Career Focus: Women in Construction, Trade Professionals Celebrated

National Organizations Turn Focus to Opportunity

According to analysts and industry leaders, there's an important message for those aspiring to join the ranks of builders and renovators: business is booming, there's a need for women, pay is good and job prospects are outstanding.

And right now, the National Association of Home Builders (NAHB) wants you to know about it.

For the next two months, the NAHB is focusing on two specific workforce opportunities. In September, the NAHB will celebrate Women in Construction Week, and in October, it will highlight Careers in Construction Month.



Women in Construction Week

Women have made, and continue to make, great strides in many segments of the building trades — something the National Association of Home Builders celebrates this month during Professional Women in Building Week, starting on Monday, Sept. 13. Organized to highlight the achievements of women in construction and to encourage the next generation of women to follow in the footsteps of other women leaders in the industry, it's also an opportunity to raise awareness of careers available for women in the construction industry.

Although the number of women employed in the overall construction industry has risen each year over the past decade, the percentage of women in the field is still only around 10%, according to the National Bureau of Labor Statistics.

In addition, most women within the industry are involved in sales and office occupations, including administrative and management or professional occupations, the NAHB says. Only about 3% are involved in construction and maintenance occupations — the jobs where workers are needed the most and where they can make an impact on the housing affordability crisis by filling the labor gap.

Workforce development efforts also highlight the good-paying jobs available for women in the field. Women in the United States earn an average of 81.1% of what men make, but the gender pay gap in construction occupations is significantly smaller, with women earning on average nearly equal to what men do.

"As women in this industry, we must remain diligent in supporting and strengthening those behind us," Karen Schroeder, Professional Women in Building Council chair and co-founder and vice president of Mayberry Homes, told the NAHB. "Include them, mentor them, empower them to succeed. By doing so, the entire industry and our federation will benefit."

Careers in Construction Month

The NAHB works each October to increase public awareness of the opportunities available for construction professionals and in the trades.

Each year, NAHB members and state and local home building associations participate in a national campaign to raise public awareness about the great jobs available in home building and related trade professions, and the diverse, rewarding and well-compensated career paths available in the home building industry.

While communicating the value of a career in the skilled trades, the NAHB details a number of elements:

The housing industry is hiring. During the pandemic, the home building and remodeling industry have remained relative bright spots for the overall economy. And, with residential construction deemed an essential business across the country during COVID-19, there were few layoffs in the construction sector.

Strong earning potential exists. The home building industry offers more than just another job; it is a pathway to earning a great salary. The top 25% in most construction trades professions earn at least \$60,000 annually. Women in the construction industry earn 97 cents for every dollar a man earns, compared to 80 cents in other industries.

It's a solid college alternative. In 2018-19, the average amount borrowed by bachelor's degree recipients who took out loans to pay for college was \$28,800, according to the College Board's Trends in Student Aid 2020 report. The skilled trades offer an alternative to the 4-year college track without the burden of student loan debt.

It provides a strong sense of accomplishment. Working in the trades brings a sense of satisfaction for completing high-quality work.

Activities during Careers in Construction Month include opening up job sites for student visits, allowing them to gather firsthand information about what it takes to have a successful career in construction; a job shadow day, where students spend a full day learning from industry professionals; and a social media day of action in support of careers in construction. ■

Learn more about how New Hampshire will be observing Women in Construction Week and Careers in Construction Month, visit the New Hampshire Home Builders Association at nhhba.com.

Remembering Paul Morin

Through his writing, we got to meet and know people in the home-building world.

I knew Paul Morin for about four years before we met face to face.

As the editor of the New Hampshire Home Builder Association's magazine, I'd correspond with Paul, our humor columnist, pretty regularly. We'd chat over email or on the phone, he'd talk about what he was going to write about, we'd catch up on a little small talk and then I'd wait for his column to arrive a few days later.

It's his words you'd normally be reading in this space. And though I truly wish you were, Paul passed away last September after living with glioblastoma — brain cancer — for more than 39 months.

He was the owner of Tarkka Homes for the past 30 years, worked as a lobbyist who fought for builders' issues and advocated for safety and home ownership issues at the state level. He enjoyed travel, cooking and fishing. He painted in watercolor and wrote novels. And, perhaps amusingly, fell into the construction world quite by accident in the summer of 1984 after finishing his communications and philosophy studies at the University of New Hampshire.

As Paul told it, he showed up for his first day with a hammer that was designed for finish trim when he was going to be framing three-story condos. It hung from a stiff, new tool belt that jumped out like a pink giraffe. Maybe only partly because he had it on backwards.

After a long first day that included a lot of on-the-job learning, his boss looked him up and down and asked if he'd be back the next day.

"Yep. See you then," he said.

And he did for years — until he eventually bought the company.

When I learned of his diagnosis a few years ago, we made the time to meet for lunch in person at a pub in Hopkinton. Lunch isn't supposed to take three and a half hours, but when you get caught up in Paul's orbit



PHOTO BY JESS MORIN

and the stories start to flow, you have no control. That's when I learned he was as funny, smart, engaging and genuine as his writing — which was excellent.

It was clear that those things were the key to his success. If you're going to be a humor columnist, it's easy to resort to sarcasm or being mean-spirited or to go for the easy, clichéd joke. Paul never did any of that. He was kind, uplifting, optimistic and always funny. Through his writing, we got to meet and know people in his world, like Matt, his site supervisor, his grandson Isaac, and most frequently and importantly, his wife Tricia.

If you knew Paul, you already knew all of this. If you didn't, I wish you had a chance to meet him in a pub in Hopkinton. You'd likely be late getting back from lunch, but it would be worth it. ☒

Bill Burke is managing editor of custom publications for McLean Communications. He knows Paul Morin. He's no Paul Morin.



A contractor's success is built on reputation and delivering on promises. Insurance is no different.

As one of the largest writers of construction in New England and a partner with five local association groups, **Acadia Insurance** is a proven expert in the northeast construction market. Our local specialists provide the high quality, hands-on service that creates tailored insurance solutions and lasting relationships.



FOR MORE INFORMATION ABOUT
WORKING WITH ACADIA INSURANCE, VISIT
ACADIAINSURANCE.COM/AGENT-RESOURCES
OR CALL **800.773.4300**

- ✓ COMMERCIAL AUTO
- ✓ EQUIPMENT
- ✓ INLAND MARINE
- ✓ PROPERTY
- ✓ UMBRELLA
- ✓ GENERAL LIABILITY
- ✓ WORKERS' COMPENSATION

Products and services are provided by one or more insurance company subsidiaries of W. R. Berkley Corporation. Not all products and services are available in every jurisdiction, and the precise coverage afforded by any insurer is subject to applicable underwriting guidelines and the actual terms and conditions of the policies as issued.



Acadia
INSURANCE

| a Berkley Company

*Closer CoverageSM means
more value, delivered
with a personal touch.*



MAINE | CONNECTICUT | MASSACHUSETTS
NEW HAMPSHIRE | NEW YORK | VERMONT

ACADIAINSURANCE.COM
800.773.4300



Save now and into the future with a high performance home



EVERSOURCE

Build for savings and comfort with the ENERGY STAR® Homes program.

Are you building a new home or undergoing a gut renovation at your existing home?

We're here to help guide you to maximize your home's money- and energy-saving potential. Once it's done, you gain a more comfortable, lower maintenance home that's up to 30% more energy efficient than a typical home.

When your builder uses high-performance building practices and materials that qualify for the ENERGY STAR Homes program, you can access long-term energy savings plus up to \$4,000 in financial incentives towards your project.

**To learn more, call our New Homes Energy Efficiency Consultant at
603-634-2022 or visit NHSaves.com/newhome**



Powering

NHsaves